

SUB-CABINET ON SENIOR VITAL LIVING

Meeting Summary Notes Wednesday, January 27, 2010

Department Directors

Adams, Bruce
Ahluwalia, Uma
Albornoz, Gabriel
Hamilton, Parker
Hartman, Ken
Lacefield, Patrick
Matthews, Catherine
Nurmi, Joy
Rodriguez, Reemberto
Vaughan-Prather, Judith

Staff

Biggins, Carolyn
Cihlar, Chris
Goodwin, Bill
Heiney-Gonzalez, Joe
Heyman, Austin
Holyfield, Regina
Huggins, Gloria
Feinberg, Beryl
Kelleher, Matthew
King, Melissa

Guests

Kildee, Dolly
Kotell Binder, Elaine
Woodall, Barbara

Uma Ahluwalia and Parker Hamilton convened the meeting with introductions.

Review/Impression of CountyStat Presentation

The Sub-cabinet on Senior Vital Living met with CountyStat on December 15, 2009 to present debriefings and updates on the accomplishments since the Senior Summit.

Tasks Identified for Follow-up during the December 15 CountyStat Meeting

- GIS mapping of senior population and relevant data sets – overlay other GIS data sets (fire stations, senior facilities, police beats, etc.) on senior population maps to better plan for changing requirements based on growth.
Assignment 1: An email will be sent to all sub-cabinet members asking them to submit names of GIS experts in their departments by Monday, February 1. The experts will be invited to a meeting along with CountyStat and Apollo Teng, GIS Manager, to discuss GIS mapping of senior population and relevant data.
- Compare Resident Survey to other jurisdictions.
Action: CountyStat to follow-up.
- Expand membership of workgroups to additional partners (M-NCPPC, MCPS, etc.)
Assignment 2: Workgroup chairs to identify the missing voices and submit the names of these partners by Friday, February 5.
- Collaboration between workgroups with specific focus on electronic communications to senior population.
Action: This item will be tabled until the next meeting when the topic of communication will be on the agenda. The Communication and Outreach Workgroup co-chairs will lead the discussion.
- Strategically prioritize FY10 and FY11 budget reductions to achieve goals of the Sub-cabinet.
Action: Closed session discussion. A follow-up meeting will be scheduled.

Reports from Workgroups

Health and Wellness

Co-leads: Department of Recreation/Department of Health and Human Services

- The next meeting of the workgroup is February 11, 2010.
- Currently working to expand their network.
 - Will reach out to Park and Planning at the February 11 meeting.
 - Would like to partner with other gymnasiums.
- Pushing towards an official Health and Wellness Week in the fall.
- The Silver Sneakers Program is going well.
 - The program began with 400 registrants, and now has 3,000.

Communication and Outreach

Co-leads: Department of Public Libraries/Office of Public Information

- The next meeting of the workgroup is January 28, 2010.
- Planning to meet with *Gazette* representatives to discuss beefing up the information they provide in their *Senior Guide*.
- The workgroup will review the recent Resident Survey to determine what demographic data to feature in media releases.
- Reaching out to civic groups to compile a more comprehensive list of listservs; currently, there is no centralized location for listservs.

Home and Community Based Support Services

Co-leads: Department of Health and Human Services/Regional Service Centers

- The next meeting of the workgroup is February 10, 2010 at 3:30 p.m.
- The workgroup is currently discussing villages – how they are supported; ways to continue to support.
 - A draft of the Village TookKit has been completed. The toolkit is for communities interested in beginning a village initiative.
 - Village in Progress is focusing on transportation issues.
- The workgroup will meet with the Council's HHS Committee next week about aging in place.

Transportation and Mobility

Lead: Department of Transportation

- The workgroup met on January 6, 2010 and is scheduled to meet again on February 3, 2010.
- Working on a one page, at-a-glance reference guide that will contain contact information for organizations who serve seniors.
 - During the upcoming February meeting, recommendations and distribution plans for the reference guide will be discussed.

Safety

Co-leads: Fire and Rescue Services/Police Department/Office of Consumer Protection

- The workgroup's next meeting is February 9, 2010 at 2:00 p.m.
- The workgroup is in the middle of final approval for the home evaluation of seniors form.
 - The evaluation would address issues such as fire safety/risks, home security, structural soundness of the home, etc.
 - This is a consolidation of manpower.
 - The workgroup was asked if the remodeling of bathrooms for accessibility; ramps for porches, and accessibility to washers and dryers was in the evaluation piece.

- The workgroup will reach out to Homeland Security and the Hoarding Task Force.

Housing and Zoning

Lead: Department of Housing and Community Affairs

No updates for this workgroup were given.

Employment

Lead: Department of Economic Development

- Providing support for the Senior Expo.

Civic and Social Engagement

Co-leads: Office of Community Partnership/Regional Service Centers

- The workgroup met on January 14, 2010.
- Currently looking for opportunities for seniors on the web.
 - The workgroup will connect with the Communication and Outreach Workgroup.
- The Volunteer Center hopes to grow the Pro Bono Program.
- Life-long learning is rich in Montgomery County.
 - The workgroup will invite OASIS and Montgomery College to be participants.
 - Community Review Program offers a great opportunity for seniors to be used as resources.
 - Measure accountability of programs.
 - Cost to the County is very limited.
 - Favorably reviewed by staff and management.
 - HHS has created templates for their program reviews that other Departments are welcome to use.
- Computer training is growing via the Jewish Council for Aging (JCA) and the Departments of Public Libraries and Recreation.

Updates on Initiatives, Projects, Efforts, Resource Needs, etc.

- Living and Thriving Insert in *The Beacon* – funding issue
 - The insert contains information about services for seniors from all County departments.
 - Previously, the County had four inserts a year in the monthly publication at a cost of \$1,500 per insert.
 - Currently, there is no money to continue the inserts.
 - It was suggested that *The Beacon* be contacted about selling advertisements around the informational inserts.
 - Fire and Rescue Services will look for grant opportunities for funding and apply for those that are applicable.
 - Communication and Outreach Workgroup will discuss this at their next meeting.
- Senior Safety Day and Movie – funding issue
 - 200-300 seniors meet at Montgomery Mall on the first Wednesday of every month at 2 p.m. (have done so for the past 16 years).
 - Crime prevention presentations are done and a movie shown.
 - Due to the economy, P&G Theaters are no longer able to fully support this program; they will continue to supply the venue.
 - The cost is \$500/month.
 - It was suggested that seniors pay a dollar or two to attend.
 - This will be tried for a few months and brought back to the next sub-cabinet meeting.

- Outreach to the Business Community
 - Parker Hamilton, Art Holmes, Ken Hartman and Charles Smith presented follow-up from the Senior Summit to the Greater Bethesda-Chevy Chase Chamber of Commerce.
 - The invitation was from Melanie Folstad of the Chamber's Boomers Plus.
 - This was a great opportunity to get the word out.
 - The organization was not aware of all the services the County offers for seniors.
 - They offered to share this and other information with their community.
 - Charles Smith prepared a superb PowerPoint presentation which served as foundation for the CountyStat presentation.
 - The group was very interested in the statistical and demographic information.
 - Using the presentation to the B-CC Chamber as a model, a "road show" can be put together to present this information to civic and business groups.
 - Melanie Folstad will be contacted to see if a representative from the B-CC Chamber will join the "road show."